INFORMATION LETTER

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FTC to Survey Processors on Distribution Practices

Canned foods will be included in an economic survey of distribution practices being undertaken by the Federal Trade Commission, it was reported this week. Initially, however, the survey will cover the frozen food industry.

The frozen food questionnaire, which is awaiting final approval by the Bureau of the Budget, will be mailed to processors rather than to distributors. Recipients of the forms will be asked to disclose such information as the amount they spend in promotion and how they spent it, i.e., in cooperative advertising, free samples, demonstrators, placards, etc.

In the case of cooperative advertising and similar practices, processors will be asked to divulge the types of dealers with which they work. They will also be asked to what extent they sell under their own brand names in comparison with other labels.

Separate from Legal Survey

The economic survey is distinct from a simultaneous legal survey which has been undertaken by the FTC Bureau of Investigation in an effort to detect violations of the Robinson-Patman Act. Section 6 of the basic Federal Trade Commission Act authorizes the FTC to require any corporation to file special reports, or answers in writing to specific questions, concerning its business, its pricing practices, and its relations with other companies and individuals.

Farm Labor Hearing Postponed

The public hearing scheduled to be held August 22 in Washington, D. C., to review regulations governing the referral of agricultural workers by the Public Employment Service in the case of strikes or other "labor disputes", has been postponed at the request of the growers most directly concerned, according to the U. S. Department of Labor. No alternate date has been announced for the twice-postponed hearing (see INFORMATION LETTERS of July 30, page 233, and August 6, page 239).

Senate Passes Wage-Hour Bill Cutting Present Fruit and Vegetable Canning Exemptions in Half

Fruit and vegetable canners' exemptions from the overtime pay requirements of the Fair Labor Standards Act would be cut in half by the wage-hour bill, passed 62 to 34 by the Senate on August 18.

Shortly before the final vote was taken, in a late-evening session, the Senate adopted, 50 to 46, an amendment by Senators Cooper (Ky.) and Young (N.D.) intended, apparently, to restore fruit and vegetable canners' overtime exemptions to their present 28-week status under the FLSA. As reported by the Senate Committee on Labor and Public Welfare last June, the bill would have reduced the exemptions to 20 weeks.

The Cooper-Young amendment, which was not printed prior to its presentation, resulted in a discussion on the Senate floor which indicates that supporters of the amendment, as well as its opponents, apparently believed it would have the effect of restoring the exemptions in full. Through an apparent oversight, however, the sponsors failed to delete a section of the Senate bill which would remove fruit and vegetable canning from the 14-week exemption provided by Section 7(c) of the Act.

Since it would require the unanimous consent of the Senate to rectify this error, it appears likely that remedial action, if any, must await the action of a House-Senate conference committee. The Senate has already requested a conference with the House and has named as its conferees Senators Dirksen, Goldwater, Kennedy, McNamara, Morse, Prouty, and Randolph.

The wage-hour bill passed by the House on June 30 would not affect the exemptions from overtime which are currently available to fruit and vegetable canners under the Act. Neither the House nor the Senate-passed bill would change fish canners' existing exemptions.

The bill approved by the Senate would increase the minimum hourly wage for presently-covered employees to $1.15, effective next January 1, to $1.20 a year later, and to $1.25 on January 1, 1963. The House bill would provide only for an increase to $1.15, effective next January 1.

Interesting Facts about Canned Foods

Interesting Facts about Canned Foods, an eight-page leaflet, has been brought up to date and reissued by the N.C.A. Information Division.

The leaflet poses 36 frequently-asked questions about the canning industry and canned foods, and furnishes brief, informative answers. Subjects covered in the question-and-answer form deal with the size and importance of the industry; the wholesomeness, nutritive values, and longevity of canned foods; canned food containers and labels; how to store and use canned foods; and other facts.

First issued in 1956, *Interesting Facts* has been widely used in publicity by N.C.A. and by canners and others in the food trade. It has been used as a handout to persons requesting general information about canned foods, and has been distributed to civic groups, club meetings, and other gatherings of consumers. It also has served conveniently in the preparation of scripts for radio interviews.

Copies of *Interesting Facts about Canned Foods* may be obtained from the N.C.A. Information Division.

More Donations to HOPE

Canned salmon and canned ripe olives have been contributed to help provision the mercy ship HOPE, in addition to the list of other canned food items donated through N.C.A. and reported in the August 13 INFORMATION LETTER on page 241.

HOPE is the hospital ship that will make a one-year voyage as a training and treatment clinic, implementing the President's suggestion of a people-to-people program. Through N.C.A., canners were asked to furnish the canned foods needed.

Hoegh Broadcast Recommends Canned Foods for CD Shelters

That cans and jars of food are desirable supplies for the citizen's fallout shelter is stressed by Governor Leo A. Hoegh, director of the Office of Civil and Defense Mobilization, in an interview with Maggi McNellis, hostess of radio program "Celebrity Talk," to be broadcast nationwide on August 25 over 200 stations in all 50 states. Broadcast time varies in the different cities; it is suggested that canners consult their local radio columns for the station and hour.

Governor Hoegh urges that every family construct a fallout shelter for protection in the event of a national emergency and supply it with cans and jars of the family's favorite foods. "My own shelter insures the safety of my greatest treasure—my family," he states. He recommends that shelters be supplied with a 14-day supply of assorted canned fruits, vegetables, juices, meats, fish, poultry and soups. "If every citizen builds his own fallout shelter, he makes a contribution to our national defense which proves a powerful deterrent to aggression," the Governor states.

The interview was arranged by the Information Division and Dudley-Anderson-Yutzy, N.C.A.'s public relations counsel, as part of the Consumer and Trade Relations Program to celebrate the 150th anniversary of the birth of canning.

The broadcast is scheduled for August 25 because that date, as the anniversary of the first patent issued for the tin can by King George III of England in 1810, was selected as the fourth "red letter day" in the current 1960 series of milestones in canning progress.

In preparation for the interview, Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories, briefed Governor Hoegh on the performance of canned foods in tin and glass, as disclosed in the tests of these products subjected to an atomic blast in May 1955 at the Nevada Test Site. This was the experimental project jointly conducted by N.C.A. with the Can Manufacturers Institute and the Glass Container Manufacturers Institute.

D-A-Y has publicized the interview with a photo and release to the canning industry trade press; OCDM is publicizing it to all of its local and regional civil defense personnel and to media reaching the general public. It will be covered also in Miss McNellis' syndicated column.

Other publicity on the August 25 "red letter day" was prepared by D-A-Y and released to 1,000 papers with a total circulation of 30 million readers. This was a feature article giving the history of Peter Durand's application for a metal container patent, a few months after Nicolas Appert's discovery of the canning process, and covering the service to the consumer rendered by both canned foods and the container.

USDA Emergency Planning Committees Are Established

The U. S. Department of Agriculture has established an emergency organization structure and assigned emergency planning activities essential to meet food needs and other agricultural requirements of the nation in a time of national crisis. Under the plan, USDA Emergency Planning Committees are established at the state and county levels to help carry out the Department's emergency responsibilities under the National Plan for Civil Defense and Defense Mobilization, promulgated by the President.

In implementing the plan, Acting Secretary of Agriculture True D. Morse has named chairmen of State Emergency Planning Committees and a chairman for Puerto Rico and the Virgin Islands.

In addition to the chairman, each USDA State Emergency Planning Committee will consist of representatives of the Agricultural Marketing Service, the Agricultural Research Service, the Commodity Stabilization Service, the Cooperative Extension Service, the Farmers Home Administration, the Forest Service, and the Soil Conservation Service.

A major objective of the plan, Mr. Morse stated, was the development of "built-in readiness," integrating, insofar as feasible, defense planning as a part of regular and continuing programs and activities.

Today's Living

"Speedy Summer Specialties" is the title of a double-page feature in the July 31 issue of *Today's Living*, the Sunday magazine of the New York *Herald-Tribune*. Theme of the color feature is eight hot weather dishes which can be made with evaporated milk, one being the ice cream formula recipe which calls for a one-pound can of any canned fruit.

Other canned items included are tuna, mushrooms, corn, pimientos, and potato sticks.

Parade

Canned foods are the basic ingredient of the supper salad meal used as its photo food feature in the Sunday, August 14 issue of *Parade* magazine.

"In hot, humid weather, . . . a cool but hearty salad will tempt the taste buds as nothing else can. Our Summer Supper Salad has much in its favor—meat and kidney beans for protein and energy, tomato aspic cubes for zestful flavor, raw vegetables for vitamins," says food editor Beth Merriman.

The three-part recipe consists of Tomato Aspic Cubes, Chili Cream Dressing, and the final Summer Supper Salad made by combining the aspic and dressing with other ingredients. Canned foods used are red kidney beans, tomato juice and chili sauce.

Parade is a Sunday supplement magazine appearing in 63 metropolitan newspapers throughout the country and has a circulation of approximately 9,600,000.

Life

"Hungry Teen-Age Cooks," a food-photograph article in the August 8 issue of *Life* magazine, features dishes made with ingredients teenagers like best, and includes a number of canned foods. The recipes are given in "clear instructions using shortcuts and not too much savvy."

The article begins: "The hungriest cooks in the U. S. today are the teenagers. They eat 20 percent more than grownups and nowadays, for a change, they have to help stoke themselves. With so many mothers holding down regular jobs and with servants as evaporated as milk, teenagers not only cook for their own food-laden get-togethers, but often pitch in to prepare family meals."

The article uses six pages of color photographs with descriptions of the food. They are followed by a page and a half giving 28 recipes (or 34 if the six variations for basic pizza filling are counted). The recipes are those that appeal to teenagers and are quick and easy to prepare. Ranging from beverages to main course dishes and desserts, the recipes rely heavily on convenience foods.

Canned foods included in the recipes are Italian tomatoes, anchovies, tomato juice, chili sauce, sauerkraut, tuna, pineapple juice, crushed pineapple, applesauce, spiced ham, potatoes, tomatoes and peaches. In all there are 15 uses of canned foods.

Canned Foods for School Lunch

Canned Tomato Paste

USDA announced August 17 an offer to buy canned tomato paste packed during 1960 for use in the National School Lunch Program.

Offers will be considered only on No. 10 size cans. Purchases will be made on an offer and acceptance basis, using funds appropriated under the National School Lunch Act.

Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 4 p.m. EDT September 9 for acceptance by September 16. Delivery will be required during the period October 3 through November 7.

Further details may be obtained from Claude S. Morris of AMS (telephone 202 DUdley 8-2781).

Canned Corn

USDA announced August 19 an offer to buy canned whole kernel or whole grain corn packed during 1960 for use in the National School Lunch Program.

Offers will be considered only on No. 10 size cans. Purchases will be made on an offer and acceptance basis, using funds appropriated under the National School Lunch Act.

Offers must be received by the Fruit and Vegetable Division, Agricultural Marketing Service, USDA, Washington 25, D. C., by 4 p.m. EDT August 29 for acceptance by September 2. Delivery will be required during the period September 19 through October 24.

Further details may be obtained from Claude S. Morris of AMS (telephone 202 DUdley 8-2781).

Canned Peaches

USDA announced August 18 the purchase in California of 693,730 cases of U.S. Choice grade canned freestone and clingstone peaches with funds appropriated under the National School Lunch Act.

Purchases comprised 108,400 cases of freestone peaches at prices after discount ranging from $4.15 to $4.40 per case, with average net price of $4.23; and 585,330 cases of clings at prices after discount ranging from $3.85 to $4.05 per case, with average net price of $3.954.

Canned Mashed Sweet Potatoes

USDA announced on August 17 it has rejected all offers for the sale of canned mashed sweet potatoes for use in the National School Lunch Program, because quantities offered at acceptable prices were inadequate to provide national distribution to schools participating in the program. Offers were submitted in response to a USDA announcement of July 28.

MSSA Requirements for Lima Beans, Sweet Potatoes

Tentative requirements for canned lima beans and canned sweet potatoes from the 1960 crop to meet the needs of the armed services have been announced by the Military Subsistence Supply Agency. Procurement will be made by Headquarters, Richmond Region, MSSA, 1722 Arlington Road, Richmond 30, Va.

Item	Grade	Style or Type	Can Size	Quantity (pounds)	Quantity (cases)
Lima beans	A, fancy or B, extra standard	I(a) or (b)	No. 10	6,364,000	161,613
	A, fancy or B, extra standard	I(a) or (b)	No. 303	3,049,000	127,042
Sweet potatoes	A, fancy	I or II	No. 3 vac	5,966,000	220,963

Quartermaster Association Plans Convention in October

The 1960 national convention of the Quartermaster Association will be held October 12-14 at Washington, D. C.

An all-day panel discussion on the Military Subsistence Supply Agency will be held on October 13. Alfred J. Stokely, president of Stokely-Van Camp, Inc., and chairman of the N.C.A. Procurement Committee, will serve as industry chairman of the panel. The executive director of the MSSA and members of his staff also will participate in the discussions.

Canners are invited to submit questions about MSSA policies and operations in advance of the convention so that panel members can be prepared to discuss fully the problems of major interest to the industry. Questions should be sent to Major General Hugh Mackintosh, Executive Director, Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill.

On October 14, panel discussions will be held on commissary operations and the Army and Air Force exchange service.

Stocks of Canned Foods on Aug. 1 and Season Shipments

(N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply 1958-59	Supply 1959-60	Canners' Stocks, Aug. 1 1959	Canners' Stocks, Aug. 1 1960	Season Shipments to Aug. 1 1959	Season Shipments to Aug. 1 1960
			(thousands of cases)					
Apples	Sept.	6/10	4,098	4,888	1,070	1,240	3,628	3,648
Applesauce	Sept.	actual	17,839	19,235	2,764	3,290	15,076	15,946

Forthcoming Meetings

Sept. 22-23—National Kraut Packers Association, Fall Meeting, Hotel Racine, Racine, Wis.

Oct. 6-9—Florida Canners Association, 29th Annual Convention, Fontainebleau Hotel, Miami Beach

Oct. 19-21—National Pickle Packers Association, Annual Meeting, Edgewater Beach Hotel, Chicago

Oct. 24-26—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria, New York City

Oct. 24-27—Institute of Sanitation Management, Annual Conference and Show, Sheraton-Cadillac Hotel, Detroit

Nov. 1—Iowa-Nebraska Canners Association, 59th Annual Meeting, Tallcorn Hotel, Marshalltown, Iowa

Nov. 3—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago

Nov. 4-5—Florida Vegetable Canners Association, 2d Annual Convention, Deauville Hotel, Miami Beach

Nov. 13-16—Georgia Canners Association, Annual Convention, General Oglethorpe Hotel, Savannah

Nov. 14-15—Wisconsin Canners Association, 56th Annual Convention, Schroeder Hotel, Milwaukee

Nov. 20-21—Pennsylvania Canners Association, 46th Annual Convention, Yorktowne Hotel, York

Nov. 21-22—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids

Nov. 28-29—Ohio Canners and Food Processors Association, 53d Annual Convention, Deshler-Hilton Hotel, Columbus

Nov. 28-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee

Dec. 1-2—New York State Canners and Freezers Association, 75th Annual Meeting, Statler-Hilton Hotel, Buffalo

Dec. 5-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore

Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago

Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.

Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 12-13—Canners League of California, 38th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco

Jan. 12-15—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.

Jan. 23-26—National Canners Association and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago

Schedule of Meetings of USDA Advisory Committees

USDA has announced the schedule of annual meetings of its research and marketing advisory committees for the coming year, the 14th year of such meetings.

The advisory groups, 24 in number, are appointed by the Secretary of Agriculture under provisions of the Research and Marketing Act of 1946. Representing all segments of U.S. agriculture, the committees offer guidance to USDA in appraising and planning research and service programs to improve the production, marketing, and utilization of agricultural products.

Sixteen of the committees are concerned with farm commodities and the other eight advise in specific functional areas.

Following is the schedule of 1960-61 meetings for most of the USDA advisory committees:

Oct. 31-Nov. 2—Food and Nutrition, Washington, D.C.
Oct. 31-Nov. 3—Rice, Stuttgart, Ark.
Nov. 18-23—Citrus and Subtropical Fruit, Orlando and Winter Haven, Fla.
Nov. 28-Dec. 2—Potato, Washington, D.C.
Dec. 7-9—Home Economics, Washington, D.C.
Jan. 9-12—Soils, Water, and Fertilizer, Weslaco, Texas
Jan. 16-20—Deciduous Fruit and Tree Nut, East Lansing, Mich.
Jan. 16-19—Poultry, Washington, D.C.
Feb. 1-3—Farm Equipment and Structures, Washington, D.C.
Feb. 6-9—Vegetable, Washington, D.C.
Feb. 8-10—Food Distribution, Washington, D.C.
Feb. 28-March 3—Transportation, Washington, D.C.
March 1-3—Economics, Washington, D.C.

Canners Technicians Schools

The N.C.A. Washington Research Laboratory helped conduct the two annual canners technicians schools in Indiana and New York, in July and August.

The Midwestern Canners Technicians School, co-sponsored by the N.C.A., Indiana Canners Association and Purdue University, was held at Purdue. The Howard mold count method was taught to 77 students representing canning firms in Indiana, Ohio, Illinois, Kentucky, Colorado, and Florida, July 6-15. Also, instruction in the extraction and identification of extraneous materials was given to 47 students the week of July 18-22.

The New York State school, co-sponsored by the N.C.A. and the New York State Canners and Freezers Association, was held at the Geneva Experiment Station July 25-August 5. In addition to instruction in the Howard mold count method, two days of this school were devoted to study of the official procedure for extraction and identification of extraneous materials. Twenty-one students were enrolled in the course.

Instructors were Leo Sharpe and Miss Lucy Witherow of the Washington Research Laboratory and personnel of the Continental Can Company, American Can Company, Heekin Can Company, Purdue University, Ohio State University, and the FDA.

These schools have been held annually since 1935 in Indiana and since 1938 in New York State.

Pineapple Growers Association

R. L. Gibson, Jr., of Libby, McNeill & Libby, and J. A. Driver of California Packing Corporation have been elected industry vice presidents of the Pineapple Growers Association of Hawaii for 1960-61.

At the 17th annual meeting Elvon Musick of San Francisco was reelected president and John J. Tolan of San Francisco was reelected secretary-treasurer.

Dr. Pals Is Named to Direct USDA Meat Inspection Service

Appointment of Dr. Clarence H. Pals as director of the Meat Inspection Division in the Agricultural Research Service of USDA was announced August 11 by ARS Administrator Byron T. Shaw. The appointment is effective September 1.

Dr. Pals succeeds Dr. Albert R. Miller, who is retiring after a distinguished career embracing almost 35 years of service in the Department. Dr. Miller has headed the Federal Meat Inspection Service since 1944.

Dr. Pals joined USDA in November, 1932, as a veterinary meat inspector at Chicago. Subsequent field assignments took him to Fort Dodge, Esterville, and Sioux City, Iowa. In 1941, he went to New York, as assistant inspector in charge. Dr. Pals came to Washington in June, 1944, as assistant to the chief of the Meat Inspection Service in the former Bureau of Animal Industry, and in November of the same year was named chief of the trade label and standardization section.

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